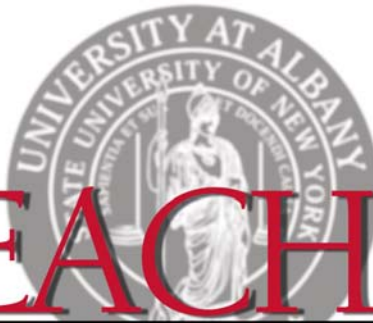


Forging Partnerships
with Government, Industry
and Community

update on
OUTREACH
UNIVERSITY AT ALBANY



Update on Outreach Newsletter

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Planning Studio Students Draw New Vision of Saratoga Neighborhood

Saratoga Springs is famed as a small American city where history and modernity have blended elegantly. Its West Side, however, has traversed a more uneven path of commercial and residential phases.



▲ University students conceptualize Federal Street in Saratoga's West End neighborhood as a mixed-use, friendly walking environment.

Now, a plan developed by 17 University at Albany students is aiding a concerted effort by the city and its West Side neighborhood to plan for a brighter looking, coordinated future. The students' work not only pleased the city but, competing against plans from 70 other accredited universities, the design received the Best Student Project award from the American Institute of Certified Planners. The award was presented March 31 at the American Planning Association's (APA) national conference in Denver.

The prize project, "Planning and Design Recommendations for the West Side Neighborhood of Saratoga Springs, N.Y.," also won the 2002 APA Upstate New York Chapter Outstanding Student Project Award and was featured in the March issue of *Planning Magazine*.

David H. Keehn, a resident of the West Side and a

member of the West Side Neighborhood Association, said that some of the students' recommendations have already been implemented and, "if the remaining recommendations are given due consideration, improvement of the neighborhood will ensue, while its singular character will endure."

He called the final report "a professional, well focused product that will serve the neighborhood well for years to come."



▲ Above right, the former S&M market at the corner of Congress and Federal streets. Above, a student's rendering of what was probably the building's original design with appropriate materials and colors.

The students prepared the work as part of their fall 2001 Graduate Planning Studio Project in conjunction with the West Side Neighborhood Association and the City of Saratoga Springs Office of Community Development.

The team produced a richly illustrated 130-page report with recommendations. Among the overall goals addressed by the team, working with Mayor Kenneth Klotz, Community Development Director Bradley S. Birge and other city officials, are improved streets and public spaces, greater neighborhood identity, increased neighborhood commercial activity and enhanced housing stock.

(continued on Page 2)

UAlbany/WRGB Show Reveals How “Business Matters”



▲ “Business Matters” anchors Kelly Lovell and Richard Highfield (sitting), welcome their April 20 guests, John Rode (left), president of Temper Corporation, and Walter S. Borisenok, president of Fortitech, Inc.

The University has launched its second season of “Business Matters,” the nation’s only university sponsored and produced business show on commercial television.

Airing weekly on WRGB-TV each Sunday at 11 a.m. following CBS’s “Face the Nation,” the show is produced by UAlbany in partnership with the Center for Economic Growth (CEG) and WRGB.

Co-hosts are CEG President and CEO Kelly Lovell and the dean of UAlbany’s School of Business, Richard Highfield. The director is award-winning independent producer Sharon Wolin.

Via half-hour interviews, “Business Matters” probes the minds of business leaders to explore their successes and challenges, as well as their views about regional issues and trends.

“Business Matters is a powerful opportunity to showcase innovative entrepreneurs, leading business executives and cutting-edge companies,” said Lovell. “Their stories give us a way to weave a colorful Capital Region

business tale and educate the community about the interesting and profitable business happening here.”

John Rode, president of Temper Corporation of Fonda, an engineering and manufacturing firm, said “I’ve enjoyed the show because it gives insights into the people who are driving the companies in our area — particularly the small companies. I also think the public likes finding out what we do. It breeds more confidence in the business community.”

Walter S. Borisenok, president of Fortitech, Inc. of Schenectady, a leading developer of custom nutrient systems for the food, beverage and pharmaceutical industries, added, “The show lets people know not only the value but the *range* of business we have in this area — from high tech to retail.”

More than 100 leaders from all sectors of the business community have been featured to date, including Thomas Marusak of Comfortex, Dr. Thomas D’Ambra of Albany Molecular, Daniel Hogarty of Troy Financial, Steven Wightman of Sawbucks and Hugh Johnson of First Albany Corp.

Launched in 2001 by the University’s

Trans World’s Higgins Honored for Business, Philanthropy

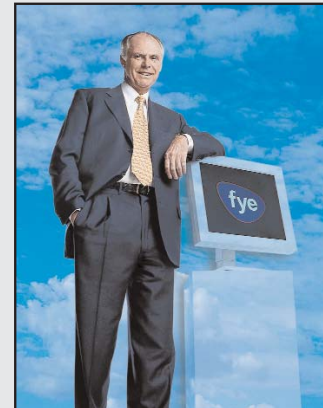
Robert Higgins, chairman and chief executive officer of Trans World Entertainment Corp., was recognized as the region’s entrepreneur of the year by the University on Feb. 27 at the Desmond Hotel & Conference Center.

President Karen R. Hitchcock presented Higgins with the 2003 Excellence in Entrepreneurship Award at the Tech Valley Marketing Symposium, a forum co-sponsored by UAlbany’s Council for Economic Outreach and the Capital Region chapter of the American Marketing Association. The honor recognized his accomplishments and contributions to the University and the region.

Higgins founded Trans World Entertainment as a music wholesaler in Albany in 1972. By 1986 the company had 200 stores and annual sales of \$1.3 billion.

Today, Trans World is the largest specialty retailer of pre-recorded music products in the U.S., operating nearly 900 stores in 45 states, the District

of Columbia, the U.S. Virgin Islands, and Puerto Rico, with annual sales of \$1.3 billion. Freestanding stores include



Coconuts Music and Movies, Strawberries, and Spec’s.

Higgins is past chairman and current board member of the Executive Committee at Albany Medical Center and is on the Saratoga Performing Arts Center board of directors.

Past recipients of the Excellence in Entrepreneurship award include CardioMag CEO Carl Rosner, CommerceHub CEO Frank Poore, and Larry Davis, founder of Tech Valley Communications.

Council for Economic Outreach, underwriters for “Business Matters” have included CEG, the New York Business Development Corporation and Troy Savings Bank.

To see more or to obtain weekly emails about “Business Matters,” visit www.ceb.org.

Planning Studio in Saratoga (continued from page 1)

“The University’s Planning Studio was thorough in its study analysis, sensitive to neighborhood input and participation, and presented a professional-quality document that reflects a high level of expertise and commitment by the students,” said Klotz. “This docu-

ment will provide the city with a valuable resource for alternatives and implications for future investment in this area.”

The city approved funding for the plan’s implementation through its 2002 Community Development Block Grant.

This year’s Studio Project students are in Schenectady to conduct a revitalization study of the Van Vranken Avenue business and residential region, a result of a successful grant submitted by the Goose Hill (Northside) Neighborhood Association. As they did in Saratoga Springs, the planning students will work in coordination with city officials.

Exploring Humanities and the Digital Age

HumaniTech Views Art and Technology

Technology is reshaping humanity - and where does that leave the humanities? That question was addressed in discursive, philosophical but most of all creative ways this Spring at UAlbany by "HumaniTech Semester: Humanity and Culture in an Age of Technology," a bold interdisciplinary initiative developed by the College of Arts and Sciences and shared by regional audiences.

The initiative not only aimed at raising philosophical questions about how technology is reshaping humanity but also to find a path toward revitalization of the humanities for a new age. The semester-long project's diverse blend of programs, exhibitions, performances,

playwright and television writer Richard Dresser ("The Education of Max Bickford"). The readings were held at Capital Rep on March 31 (another is scheduled for May 5), and drew audiences of more than 200.

"We were absolutely delighted and excited with the reaction to the staged readings of The Technology Plays," said Maggie Mancinelli-Cahill, Capital Rep's producing artistic director. "It was all we had hoped for and more. The response was overwhelmingly positive not only to the concept of using technology but also, in a deeply personal way, to the ideas in each of the plays. This confirms the original project idea, to integrate technology, the world around us, students, and audience members with the arts in an interactive way."

"The Faculty Seminar," a series of seven two-hour colloquia, was held throughout the semester, promoting exchanges among scholars, community members, and students from schools and disciplines across the University.

From March 14 - April 13, a photographic exhibition by Gary Schneider was mounted at the University Art Museum. In his photos, Schneider extended the definition of the "self-portrait" into his own cells through use of various medical-imaging techniques. The Kitchen Sisters of National Public Radio performed "A Century of Sound" on April 22 at the WAMC Linda Norris Auditorium. The symposium "Scholarly Publishing and Archiving on the Web: New Opportunities," held in the Campus Center on April 7, explored emerging models for publishing and archiving electronic scholarship using institutional venues.

The HumaniTech Initiative was co-direct-



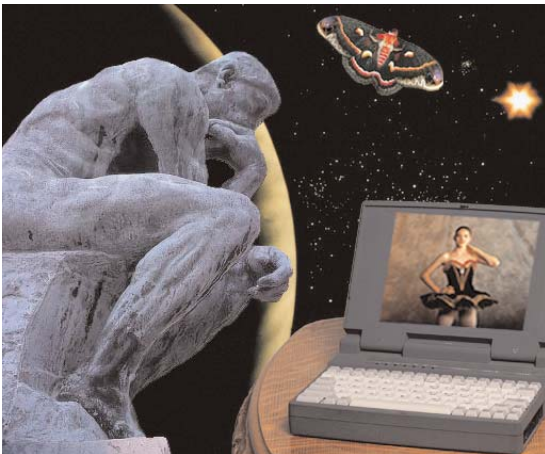
▲ Above, actors from Capital Repertory Theater perform a staged reading on March 31 of a new play, *In the System*, by author William Kennedy, commissioned for the Humanitech semester.

ed by faculty members Mary Valentis and Charles Shepherdson. "It draws on the University's strong profile in the social sciences and technology," said Valentis, "and includes faculty from our College of Arts and Sciences and professional schools, the campus-based New York State Writers Institute, the Department of History's Cliomedia Initiative and the University's Center for Excellence in Teaching and Learning. And of course it also worked with many collaborative partners from the Capital Region community."

Shepherdson said that the Initiative's mission "is to preserve and transform the humanities in a time of substantial cultural change and to promote exchange and collaboration between the University and the surrounding community."

"We're delighted with the response, both throughout the campus and in the larger Capital Region community, to this exciting program," said University Provost Carlos E. Santiago. "One of our objectives is to evaluate the potential for establishing a mechanism to promote and assist on-going active dialogue and projects on these topics beyond the Spring 2003 semester, and we are looking forward to engaging the faculty steering committee and program participants in that effort in the months ahead."

For more information about HumaniTech, visit www.albany.edu/humanitech.



seminars, films and media presentations showcased faculty research and educational programs in areas where the humanities, sciences and technology intersect.

Anchor events for HumaniTech included "The Technology Plays," funded in part by the Woodrow Wilson Foundation's "Imagining America" grants program. The project united HumaniTech and Albany's Capital Repertory Theatre in bringing players and audience members together in a series of short interactive plays that explore the complex relations between humans and machines.

This aesthetic/educational project featured commissioned plays by Pulitzer-prize winning author William Kennedy and international

Community Programs New York Giants players joined the Capital Region in its second annual Pro Challenge event on May 1 at the University's athletic facilities.

Sixteen Giants competed against local residents in five modified versions of basketball, four-way tug of war, home-run derby, relay races and touch football. The festivities included autograph opportunities and refreshments.

Students in the Community UAlbany graduate students in regional planning are now creating a city-wide inventory of Albany's vacant buildings. The work was commissioned by the Historic Albany Foundation to guide future strategies in reducing the number of vacant buildings in Albany, according to Elizabeth Griffin, the organization's executive director.

"We wanted something useful and meaningful," Griffin said. "Albany will be one of the few U.S. cities to have done this type of data collection." She said that the inventory will eventually be made available to the public.

The students will put together detailed electronic maps depicting where vacant buildings are located. These maps, said Griffin, will help show what sorts of patterns of neglect exist in different neighborhoods. Last year Historic Albany asked neighborhood leaders to find out how many vacant buildings were in their neighborhoods. The UAlbany students will be able to approach the task in a more complete and comprehensive way, Griffin said.

The students will also study crime rates in different neighborhoods to see if there is a correlation between crime and abandonment.

Arts & Humanities Stage and Screen star Harold Gould '46 will deliver the 7th Annual Burian Lecture on Tuesday, May 6, at 8 p.m. in the PAC Recital Hall. He will also hold an informal session there at 4:15 p.m.

Economic Development & Technology

A race is on within the pharmaceutical industry for drugs to prevent or cure Alzheimer's disease. Large drug companies and biotech research firms from around the world are in the competition, but so is a small, startup company at UAlbany's East Campus.

MindGenix Inc. (USA) began operations in the summer of 2002 as part of the biotechnology business incubator program. The company provides contract research services for

firms developing drugs for neurological disorders, particularly Alzheimer's.

"The East Campus has been perfect for us," said David Pushett, MindGenix CEO, who expects solid expansion for the company's size and staff by the end of 2004. "There are a lot of smaller biotech companies here that we've now established informal relationships with."

Academia/Media Alliance to Give Students Real World Experience, Boost Industry

While television shifts from analog to digital and cable, radio and the Internet grow in exciting new ways, the majority of today's graduates entering the multi-media



field often experience "learning curves" of a year or more.

Preparing in a better way for what lies ahead is the goal of a new alliance joining three local institutions of higher learning — UAlbany, Hudson Valley Community College and the New School of Radio and Television —

with area multi-media organizations: WRGB-TV 6, WTEN-TV 10, WNYT-TV 13, WXXA-TV 23, WEWB-TV WB45, WMHT, and NY Network/SUNY SAT.

"It's a winning partnership," said Thomas M. Long, WRGB VP and GM. "Institutions of higher learning will offer broader, more practical education in the field, students will be better prepared to enter the workplace, and the region's broadcasters will have a better pool of graduates from which to recruit."

The partnership will develop industry-focused academic programs at the associate's, bachelor's, master's and Ph.D. levels, and also create an Institute for Multi-Media Design.

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